Getting Behind the Retail Business

Grand Rapids Show Case Company
Grand Rapids, Michigan

GETTING BEHIND THE RETAIL BUSINESS

A BOOKLET
DEALING WITH
THE GROWTH OF
THE RETAIL
STORE AND
PUBLISHED IN
THE INTEREST
OF BETTER
MERCHANDISING

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICHIGAN



THINK of this little store away out on the prairies of Oklahoma and in a little town of only nine hundred inhabitants! It is going at the rate of a million and a quarter, and its owners are reaching out for more. Doesn't that answer once and for all the question of whether or not a small store can grow large in spite of a limited community?

Its owners had vision, backed by a determination to make their dreams come true. They didn't know what their limit was until they tried and don't feel that they've reached their limit yet.

They didn't have the advantages which many retailers have today; they didn't have a large community to draw from; they didn't have a "carriage" trade, and they didn't have much in the way of advertising facilities. But one outstanding feature of their success was the fact that they used what they had to get what they wanted.

This stepping into a volume of a million and a quarter is evidence of the soundness of their policy.

This sort of success is being duplicated right along—it isn't an impossible thing—in fact, there's hardly a community today which isn't ready for this same sort of progressiveness.

Getting Behind the Retail Business

Small stores grow large; large stores grow larger, A survey of facts regarding this growth as seen by the Grand Rapids Show Case Company over a period of Twenty-five Years

THE big stores of today are yesterday's small stores grown up. There is no apology due from the man just starting a small business. But seek out the retailer whose business hasn't grown and hear his alibi.

Most merchants will fix the blame upon the community and its limitations. That's merely an excuse for lack of ambition sufficient to overcome the imaginary objections which thousands are overcoming each day.

For instance, in Temple, Oklahoma, a little village of nine hundred inhabitants, is the B. & O. Cash Store. Nine hundred inhabitants, and plenty of other stores! Still the Mooney Brothers—Bob and Otho—didn't see any limitations in that small community.

With $1300 borrowed capital as a starter, they built that little business up to an annual volume of a million and a quarter. Now they are reaching out for two million, and will get it, because they don't know they can't. They will try so enthusiastically and with so much confidence that they're sure to get it.

Others Are Doing It

There are a lot of Mooney Brothers all over the country. We've come in contact with many of them; in fact, we've helped provide the means. On the other hand, we have studied the other kind—the stores which didn't grow. For a quarter of a century we've made observations and kept notes.



This is the interior of that little store on the Oklahoma plains. Attractiveness of appearance and better methods are appreciated there just as much as on State Street, Chicago, or Fifth Avenue, New York.

Behind the counter of many retail stores today are men who could become as nationally known as the great merchandisers who have gone down in history—A. T. Stewart, John Wanamaker, Marshall Field, and others.

All they lack is confidence in themselves. They're too conservative; and of the two evils, over-conservatism is greater than the lack of conservatism. A business seldom grows any greater or faster than the vision of its owner. Once in a while a business grows as a result of fortunate circumstances, but not often.

We've investigated many cases where the merchant blamed it to the community, and our record shows that in 87 per cent of the cases investigated, the fault was not with the community, but with the merchant.

These communities were spending money just the same as the folks in other communities, but they were spending it according to their own wishes — and spending it elsewhere.

We've even taken the trouble to go out into many communities and ask the question why. Here are just a few of the reasons which are expressed in the customers' own words:

"Because he doesn't carry good assortments."

"Want to trade where we can find the best merchandise at lowest prices."

"Like to trade in a neat, clean looking place."

"Like to see plenty of merchandise on display."

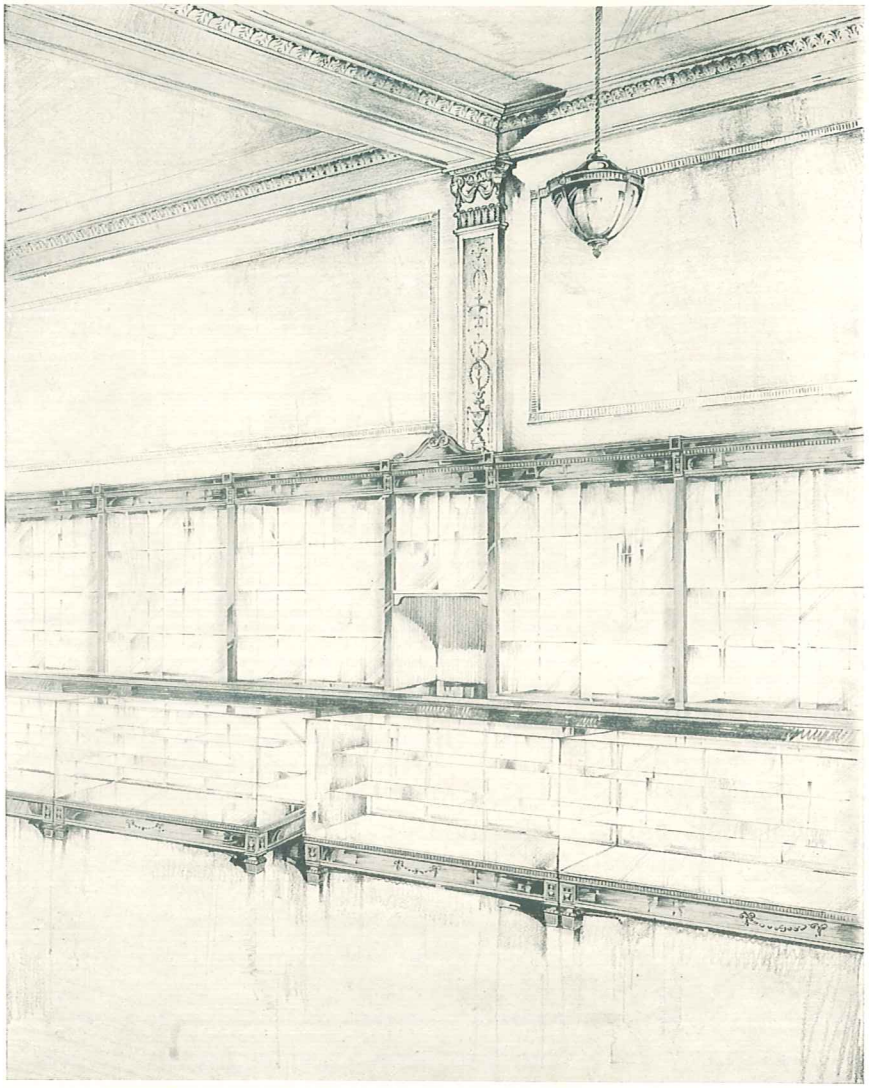
"Store much more attractive."

"Always find what I want there."

These are the facts—the actual thoughts of the customer. It isn't the community that's wrong. One community is very little different from another; in fact, human nature is much the same the world over, and the things which promote the growth and success of one retailer will usually help another.



This store found that it paid to have an attractive setting for its merchandise. A large stock hidden away in boxes appears smaller in comparison with a much smaller stock which is neatly and attractively displayed. The actual sales of the latter usually tell the story.



An Adam Style

COULD a more interesting or attractive setting be imagined? Here the equipment is nicely executed in one of the period designs, with the treatment of ceilings, walls, floors, and other important features all in a universal spirit of harmony. Whether it is a specialty shop, jewelry store, drug store, shoe store—or whatever the line—it can be made a place of unusual interest at a very nominal expense by the use of equipment which will "live." Such character and dignity create an environment which draws a better and more profitable patronage.

ABOUT two years ago, a clothier was seeking a location for a new store. He went into a suburb of one of our large cities. Most people said he would fail, because all the young men went into the city for their clothes, and besides, there were already too many stores in that little town.

He took the measure of these merchants and their stores and decided he didn't much blame the young men for going to the city. He felt that the right sort of store would hold the business. He located there with a store more in keeping with the ideas of the young men of that community.

By reason of a more attractive store, with a little more thought put into his merchandising methods, he has succeeded in keeping much of that trade at home, and today, he is doing a business which is the subject of much favorable comment among wholesalers and manufacturers.

Some communities take pride in their stores, while others lack this pride because the owners of the stores have set up no standard of pride for themselves.

Give the community what it wants, and it will respond just as the community around Temple responded for Mooney Brothers, and just as communities in every other part of the country are today responding.

The most common mistake of the small retailer is his failure to frequently measure his store by the standard of others.

How does it compare in appearance?

How does it compare from point of interesting displays of merchandise?

What advantages do competitors offer—and how will these advantages influence the trade?

Why do the people of these communities go outside for so many of their purchases?

It is simply a case of the lack of these things. Folks are free to spend their money in more attractive stores—free to trade in those stores which more nearly meet their ideals in every respect.

Has the advertising failed to pull? If so, isn't it a case of where the odds were too strongly against it?



Certainly the folks of a community will talk about this little section of the store, because its owner gave it some thought. Folks, naturally, like to shop here because of its uniqueness, and because the merchandise makes a more interesting appeal.

There are others in villages, small towns, or in outlying districts of large cities where newspaper space is out of the question. How much thought do they give to the many other forms of good publicity available?

Windows as Producers

Take the windows for instance. We know some merchants who credit the windows with 20 per cent of their volume—some an even greater proportion. Yet the windows are trimmed on a "catch-as-catch-can" plan, when, as a matter of fact, daily window trims would actually pay.

What would you think of a newspaper which published the same news day after day? That's almost a fair comparison with the man who leaves his window trims stand so long that the public grows tired of seeing them.

A window trim—at least, a good window trim—is almost an event with some small merchants. If the big city

store finds it profitable to devote thousands of dollars to its windows, certainly the small retailer can devote some effort.

Then, too, there is that valuable form of word-of-mouth advertising which comes as a result of good merchandising values. When Mrs. Brown tells Mrs. Jones what a splendid assortment of new house dresses she saw at Smith's for $1.49, that's just a ripple which will soon travel over the community and become more effective than if Smith said it.

That's because Smith was a good enough merchant to obtain these values and give them prominent display space.

When a druggist gives some unusual thought to keeping his cigar stock nice and fresh, it's only a question of time until that will be talked about in the community.

If Green, the jeweler, keeps his store well lighted, his display cases neatly shined and trimmed on the inside, it's only a question of time until this will become a part of the sewing circle gossip.



This jeweler does keep his store well-lighted and his display cases well-shined and attractively trimmed. That makes his store the subject of a lot of favorable comment and gives him the sort of advertising he couldn't buy at any price.



An Italian Style

HERE'S a little corner of a drug store whose owner doubtless reasoned on the basis that he was going to be in business for a good many years and, therefore, wanted a place which would "live" and with which he could live cheerfully and happily—also profitably.

Here, again, the equipment is done in a period design and authentically executed. What woman would not prefer shopping here where the merchandise is set out by such excellent displays and enhanced by such unique surroundings?

If Bailey, the grocer, cheerfully and willingly sends up to Mrs. Evans' house to take back and replace a small purchase which didn't look exactly right, she's likely to mention the fact that he's a particularly accommodating grocer.

That's what we mean by word-of-mouth advertising. There are a hundred and one little ways by which a merchant can get this sort of publicity if he will only consider it worth an occasional thought.

Suppose he spent just five minutes three times each day giving some thought regarding unusual things he might do to cause this sort of favorable comment. That's one means of advertising which requires no expense but a little thought.

With nothing in particular to promote its growth, the store just naturally stands still. Standing still is dangerous, because the next process is usually slipping backward. Good tonics are on every hand—look about.

What advertises a city? It isn't a question of newspaper space, bill boards, or circulars. It's the general word-of-mouth advertising which gets spread about.

Sometimes it's a case of the local pride of its citizens—pride in clean streets, attractive buildings, nice lawns, good factories, and progressive business men. It may be a case of the many little unusual things that city does, or it may be its reputation for one or more unusual things, such as some particular industry or some product which becomes known and used the world over.

All these things create word-of-mouth advertising and get the city talked about favorably to the point where it is well advertised.

Those same things apply to most stores. If the owner rightly uses the imagination of which he is possessed and puts into practice these unusual things, he, too, can get the same sort of publicity without expense. He need not worry about the handicaps caused by a lack of good advertising media.

His hobby may be an extremely attractive store—one in which the community will take a lot of pride and talk about. It may be his ability for finding unusual merchan-



"Carrying On," Always Towards Higher and Finer Ideals

Explaining an Ideal and a Further Step Towards Its Realization. Presented as a Message to Our Customers

LYNN has known Goddard Bros., and Goddard Bros. have known Lynn for a very long time. In fact, we're friends of sufficiently long standing to permit of a few intimacies without being misunderstood.

We've sort of grown up together, as old friends do, and have shared many things, including many hardships, many griefs, and many pleasures in common.

We have never boasted of the real spirit which has prompted the things we have tried to do for Lynn folks, but there's a thought which we've long wanted to express, and which seems fitting to think out loud at this time.

It pertains to a great obligation which we assumed many years ago—a test of a new thought or a new idea, which many told us at that time could never prove successful.

This idea or principle has proved its worth down through the years

SOMEHOW, we came by the idea that if Goddard Bros. would only think less of their own personal interest and think more especially along the lines of doing more for their trade and for Lynn—doing these things in a more unselfish manner, and doing them better—the trade in turn would soon sense our aims and regard us with a high spirit of confidence.

As a result of that belief, every policy formulated for the conduct of our business has been measured by the test of what it will mean to the customers of the Goddard store, and its worth to those customers who are always uppermost in our mind. You who are Goddard Stores patrons can better judge the worth of our ideals and policies growing out of this long standing service aim.

Now we have taken a further step towards our ultimate idea

WITH the thought of improving any possible weak spots in our service, and providing for the maximum in efficiency, we have just installed section after section of the very last word in new equipment, manufactured for us in the world's greatest furniture center by the Grand Rapids Show Case Co.

While this equipment enhances the beauty of our store and makes it a more cheerful and attractive place to shop, that alone would not justify the expenditure. The equipment is of such a nature as to speed up our service very materially, thus minimizing our cost of handling merchandise and effecting a saving by preventing soilage and shop worn goods.

Thursday, November 10th, will be get-together day

JUST to have you know more about things here at the Goddard store, we decided to make Thursday, November 10th, a general open-house day for all our friends—a day set aside for demonstrating these new service devices and these new display features which are going to make your shopping here so much more convenient and so much more pleasant.

We are going to make it worth your while by having on display more merchandise than you have ever seen displayed in this store—attractively displayed and uniquely presented.

Let this, then, be your personal invitation to meet here and join the crowds which we expect to share in our enthusiasm over this greater Goddard store and this newer and finer Goddard service.

GODDARD BROTHERS

[*Lynn's Greatest and Most Unique Service & Shopping Center*]

AN EXAMPLE of a retailer who believes in doing things in an out-of-the-ordinary manner. He has the vision to visualize these unusual things and the courage to put them into practice. The message tells the story.

dise, or merchandise which he can occasionally offer at prices which represent sensational values.

He may specialize and build up a reputation for some particular class of merchandise; or his hobby may be a demand for unusual courtesy on the part of his salespeople. Without some of these factors, the store would practically be void of any personality; and the store which lacks personality will never grow much.

The short cut to failure is the habit of doing things in a commonplace manner. The whole world immediately becomes a competitor, because it's full of common place folks.

The man who does things in a commonplace manner seldom gets very far, because he has too much competition —too many people are ready to do a thing in a commonplace manner. But the man who does the unusual now and then—based upon good judgment, of course—is sure to expand. That applies with particular emphasis to the retail business.

Analyze the big retail and industrial successes of the world, and you'll find them centered around and about men who have dared to do the unusual.

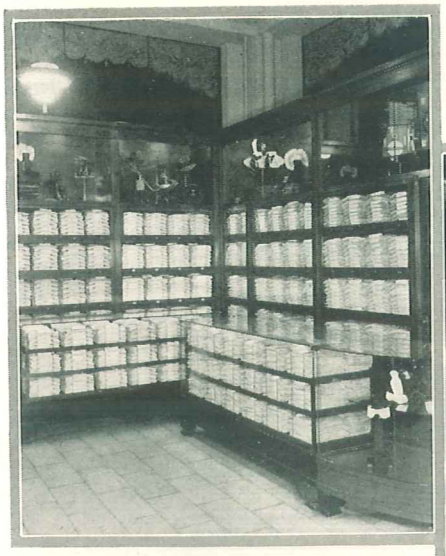
Lacking the courage, or whatever it might be called, to do the unusual, the owner of a store fails to promote its growth. True, no single plan will fit each occasion, and no set rules can be laid down for individualizing all stores in the same manner. Each problem is an individual one.

Exchange of Information

In all walks of life, men today are exchanging information. The dentist, the surgeon, the physician, the architect, the teacher, and men in most every similar profession get together frequently for a study of their work and an exchange of ideas. They are constantly seeking better ways and means of carrying on.

The trouble with most merchants is that they don't get out and study the methods of others who are perhaps more successful. They could get a lot of new ideas for their business at the expense of very little time and without any outlay of money, unless some slight traveling expense is involved.

Now this thought of doing unusual things for the busi-



Wouldn't shirts in this section appeal to you a little more, and wouldn't you be likely to buy a better shirt or more shirts as a result of this method?

Just put the thing up to yourself. Wouldn't you rather buy collars in this department than in a place which was unattractive and uninviting?



This retailer got away from the commonplace method of showing shirts and collars. Of course, the men of his community recognized his progressiveness, and now he's getting most of the business, while others are complaining about the community.

ness shouldn't be passed by without due consideration. It's important — and very important. It is important as an advertising factor, as a good will builder, and as one of the things which is going to help the store grow.

We're receiving letters daily from merchants in all parts of the country enthusiastically commenting upon the success of some simple idea given them by a member of our Educational staff. They have made the idea pay and are seeking more. They have become enthusiastic.

This same department answers hundreds of letters regarding store problems; it's a part of our service to customers and prospective customers — without obligation.

If the thought applies to your business, why not make a note of it, and keep that note coming up every two or three days as a check upon what has been done? The result will be surprising, and the result of each plan will be an incentive to try others, until this planning will become automatic.

NOW granting that the business is to have a little more thought, including some new ideas which will aid its promotion and stimulate patronage, there's another matter which deserves consideration. It begins with the very appearance of the store and extends on to the methods of displaying and handling merchandise.

In fairness to the store, why not size it up in comparison with others? Is its general appearance attractive, or is it merely a "trading place?" What impression does a customer get?

One of the first steps towards getting more people into the store is to make the store more attractive and more interesting. People seek attractiveness today, because they're being educated. They see it on every hand; they don't like to walk out of a neat home and go into an untidy, careless looking store, and they won't do it so long as there are more attractive places where they can shop.

Then there is a large percentage of people who go into the average store merely out of curiosity. True, they may have a small purchase in mind, but, after all, the shrewd merchant sells about 50 per cent of his merchandise as a result of display.

There's a monotony about sameness, and this monotony doesn't attract trade. In fact, it sometimes drives trade away from the store which fails to keep up with the times and which fails to meet new conditions which arise.

There's a certain monotony about sameness. Folks get tired of going into a store day after day and seeing the same old things. There are drug stores today with bottles sitting right where they did twenty years ago, and the customer knows in advance he is going to see that green bottle on the second shelf of the third section.

There are confectionery stores today with the same old glass jars sitting in their original position without change. The customers know exactly what to expect when they enter the door; they have a mental picture of that store before stepping inside.

The obvious value of the merchandise itself is influenced by the surroundings. Cheap surroundings do well



A Flemish Style

THE owner of the building in which this cigar stand is located made unusual requirements with reference to the general type and character of equipment necessary.

As a result, the equipment was planned and manufactured in a period design and is thoroughly in keeping with the general attractiveness of the building.

The wall cases, floor cases, panel connections, and other work were built to conform with the needs of practical merchandising, with beauty and attractiveness as added features.

enough as a setting for cheap merchandise, but will not answer for the high class goods.

Clean walls and clean ceilings count for a lot. A good looking and well kept floor will justify its expense. The right sort of wall cases with glass fronts serve as an interesting setting for merchandise and add to its attractiveness. The customer will shop longer and more frequently where she can see a generous showing of merchandise.

A little water applied to the glass display cases costs nothing whatever, and certainly the business is worth the little effort which a frequent cleaning requires. It means so much to the very appearance of the store, and particularly to the appearance of the merchandise.

Sometimes a well lighted case will justify the lighting expense many times over.

All of these things have much to do with making the store more attractive and thus bringing more shoppers and patrons into the store. They are the real factors which actually dominate and regulate the growth of the store.

The economical, sales-compelling force of display, as told by a retailer after an interesting test. Display increases volume without a corresponding increase in sales cost.

NOW we have already touched somewhat upon the ways and means for getting the most out of each visit of those customers who come to look or buy. We have dwelt prominently upon display. That's a form of salesmanship which is not very expensive in comparison with the actual percentage paid salespeople.

When we take into consideration the fact that the actual sales expense averages from eight to ten per cent, think of the possible reduction in this percentage by increasing sales through automatic display which costs nothing.

This applies to practically all lines of merchandise—furnishing goods, dry goods, shoes, drugs, jewelry, electrical goods, sporting goods, stationery and automobile accessories.



WHICH of these two departments will attract more customers, and which will sell more merchandise? The one above will actually drive trade away from the store and into the more progressive store shown below.



Take the following words of the Field Stationery Company of Tulsa, Oklahoma, as evidence of this:

"About six months ago we installed a 'New Way' section of interchangeable units; approximately sixteen feet, for our Social Stationery Department; also two notion cases.

"The first sixty days after this installation showed an increase in this department of about four hundred per cent. So much pleased were we with the increase of business and the comments of our patrons that we had the services of your Designing Department on our entire store and placed an additional order at that time for a duplicate of the first purchase.

"Since then we have bought a third section and expect, within a short time, to complete the store covering your original plans.

"With the interchangeable features of your standardized product, it does not necessitate a large expenditure at any one time, but can be added to from time to time until the original plans are completed."

That's typical of hundreds of letters which come to us daily from merchants who are growing.

The trade of any community will respond to progressiveness, and, after all, progressive methods are the most economical. Why not profit by this experience of this electric shop?

Fresh in our minds is the experience of a small electric shop which was just drifting along and not accomplishing much. The owner decided that perhaps his trade would appreciate a better looking place and a shop where all of his goods could be displayed attractively and in a manner which would make the best possible showing for a small stock. He went ahead and fixed up a good looking shop.

Today, we're receiving letters from all parts of the country commenting upon this shop. Even the customers are very proud to have such a shop in their community and, naturally, point to it with much pride. The owner is cashing in on all this with a volume even in excess of his expectations.



Here's a view of the Electric Shop, where everything is attractively displayed under the very best conditions, but without any extravagance or lavishness whatever. By reason of its unique setting, the merchandise makes a very strong appeal.

THEN there's the question of making every square inch of floor space count. What would you think of a farmer who cultivated only about two-thirds of his acreage? What would be his chances for making money on today's high land valuations?

Most stores are on the basis of high rentals, and, therefore, each square foot of space should be made to pay its proportionate expense. If there's room for a few more feet of wall cases or an extra six or eight foot show case, why not put that space to work?

There might be some line of merchandise which the store doesn't handle, but which could be carried to good advantage. It might be a line which would draw extra customers for the other departments.

It might be well to look about and see what lines competitive stores are handling successfully — lines which might be added to advantage.

Sometimes the specialty idea is overdone, or at least done at a sacrifice of profit. People, naturally, like to find as many of their wants in one place as possible, so the specialty shop cannot afford to be too stiff-backed in this respect; it is too costly in most instances.

We have in mind the case of an exclusive glove store. For many years, the owner questioned the advisability of adding hosiery, with the fear that it might detract from his reputation as a glove specialist.

Finally, hosiery was added, and instead of hurting his glove business, it brought more customers, and he sold more gloves and a lot of hosiery at a good profit.

This was so successful that he thought of men's neckwear. He knew that a good many women bought their husband's neckwear, so today he's making a success of that line, too, and his business is more than double what it was.

More Volume—Lower Expense

Of course, he has had to utilize every inch of space. He has installed the very best mechanical devices for conserving space, and these devices have made money for him, because they kept his rental down and allowed him to do twice as much business with practically the same overhead and operating cost.

A shoe merchant decided he could sell hosiery to his shoe customers. Finding the necessary amount of space wasn't the easiest problem, but in the course of his investigation of other stores, he found a system which gave him capacity for a two thousand dollar retail stock in eight lineal feet of wall space.

The profits from his hosiery business today almost pay his rent, and now he is adding a small and inexpensive floor display case for his findings and accessories. They, too, will pay a good return.

Now to further emphasize the value of getting the most out of each customer's visit to the store, let us compare the retail store with the manufacturer. Fundamentally, there is very little difference; the problem with each is production.

Into the plans of each come three fundamental principles—materials, machinery, and men. The manufacturer



The case in the foreground here has paid for itself many times over as a result of its silent salesmanship. It presents the merchandise in a very unique manner, and the merchandise, in turn, sells itself. The owner will tell you it was a good investment.

has found that the production of his human element is regulated largely by the machinery with which it works.

Most large retailers have found that same thing to be true. If they place at the disposal of their salespeople, devices which automatically force the showing of a greater amount of merchandise, they are going to increase the individual sales check very materially.

Are the Tools Dull?

It isn't fair to give one worker in the factory dull tools and expect him to compete with another worker who is given sharp and efficient tools. He can't compete from the standpoint of production or quality.

That same thing is equally true of the worker in the retail store. If merchandise is hidden away in stock boxes, the salespeople aren't going to show as much—they can't. Therefore, they are not going to sell as much. Fully half

their time is taken up with the mechanics of showing and presenting merchandise.

With the right system and the right facilities which automatically force the salesperson to show many times the amount of merchandise with the same amount of effort, the efficiency of that salesperson is increased by just that much, and the results are increased proportionately.

Most small stores have grown large gradually; not suddenly—but as a result of carefully following well defined policies.

NOW all these principles resolve themselves into real facts. They represent just ordinary things which any merchant can do. They can be accomplished through effort and at a nominal amount of expense. Some of the biggest successes we've helped to attain have been accomplished gradually—by adding a little equipment at a time and allowing each step to justify the next.

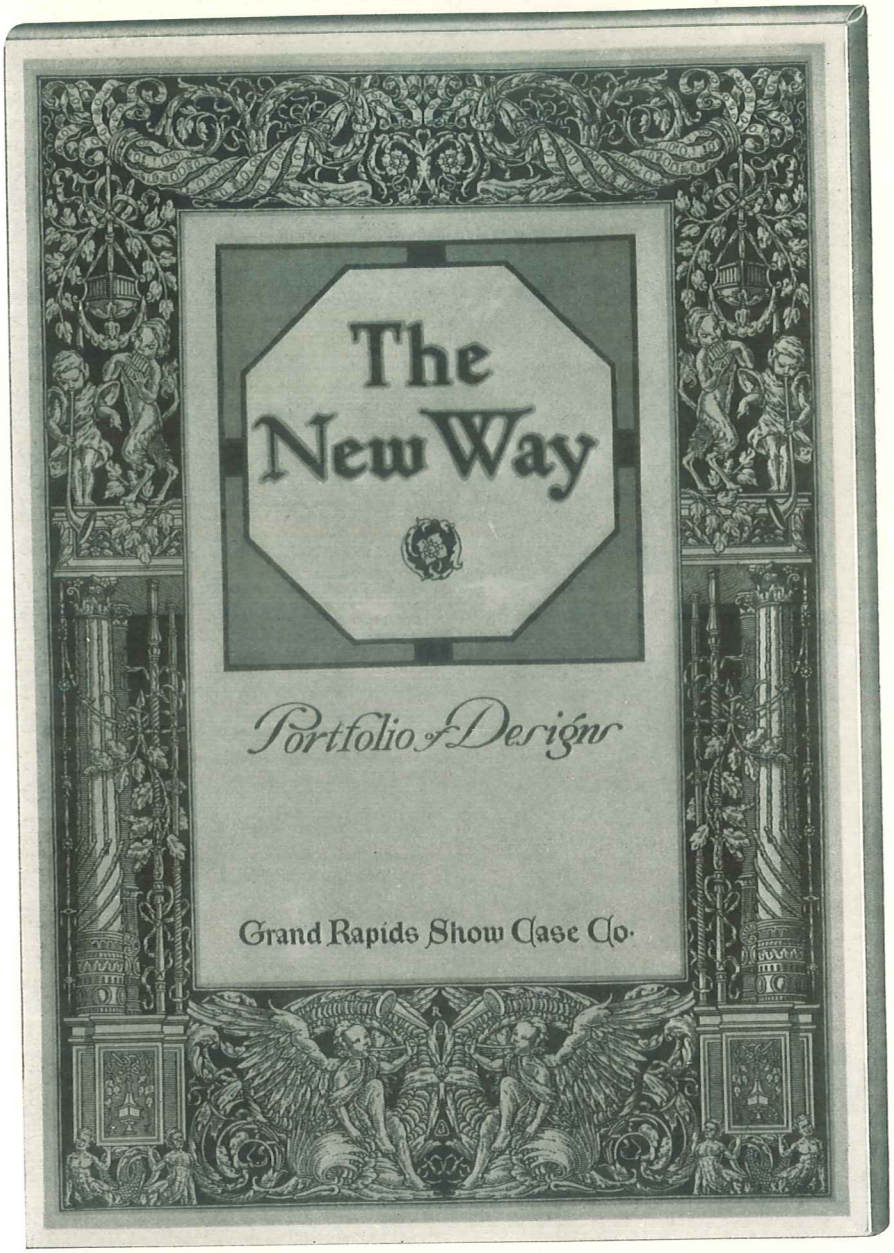
As we look back over a period of twenty-five years, we can count hundreds of small stores which have grown large gradually. The growth hasn't been spectacular or an event; it has been the result of steady plugging away along the right lines. They've used our help and profited by our many years of experience.

The best of methods will fall short of their purpose unless properly used. We make it our business to teach the proper use of New Way methods.

Efficient equipment isn't always a case of just so much glass and woodwork; many other things are involved—a knowledge of merchandising, and the proper use of this equipment after it is installed.

For instance, here is just one of the many letters which come to us as a result of the work of our Educational Department, and which shows our interest in making the use of our equipment profitable.

"We wish to express our appreciation of the valued service of the young man from your Educational Department. He came at an opportune time for us and helped us to arrange our stock in our new equipment, giving us many practical and useful ideas in connection therewith.



GET this portfolio of designs which lists and describes the practical type of equipment for stores in every line of business. Simply tell us the lines to be displayed and many practical suggestions will be presented.



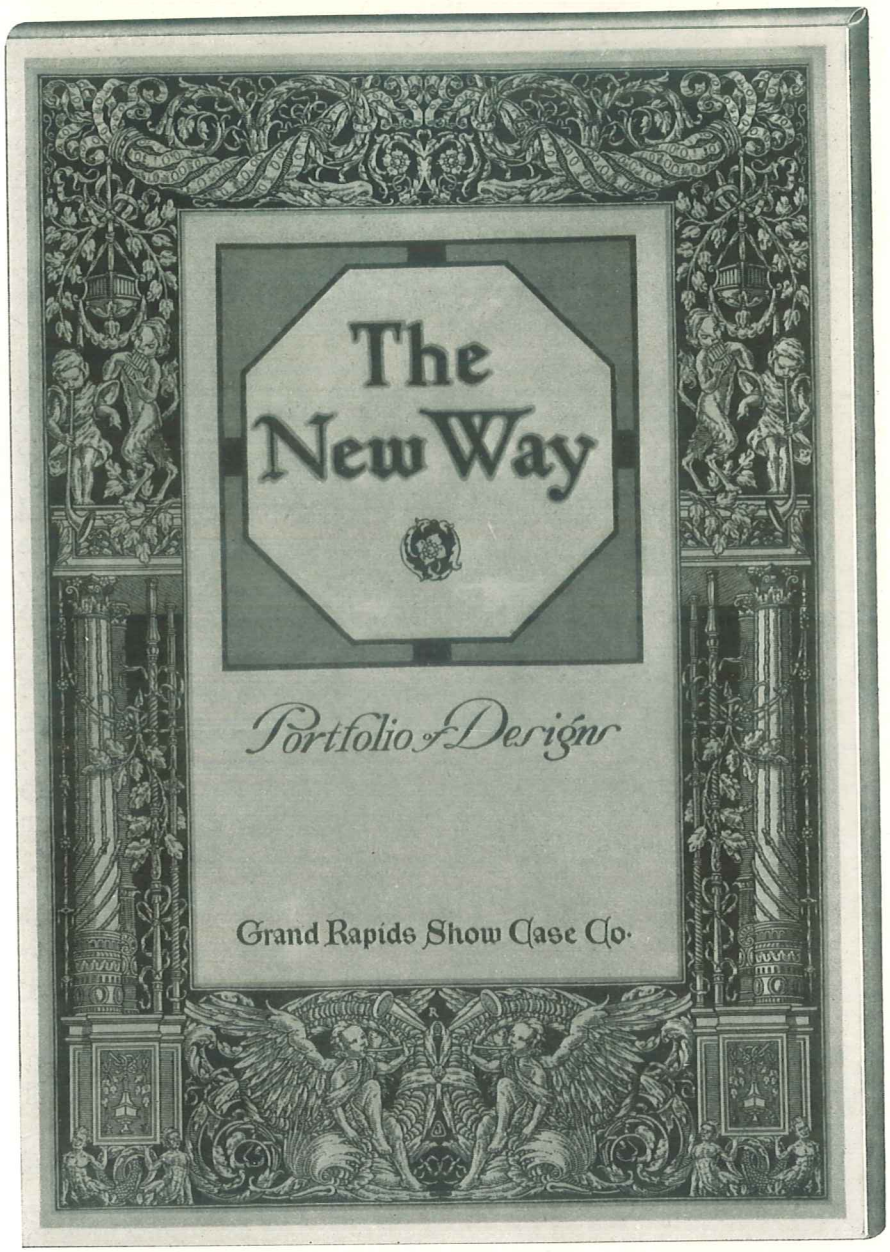
Some stores might have allowed this space to go to waste, but this merchant has made it pay its proportionate share. In fact, he's getting splendid profit from those floor cases in the foreground.

"His untiring efforts in assisting us make us appreciate our New Way fixtures all the more. We know this is no news to you, but we want to say that in this young man you have, to our knowledge, a skilled expert in this line, and the value of his service to us was so great that it would be difficult to estimate."

Some call it advertising on our part, but we call it good business. It's good business for us to make the use of our equipment profitable, because if it isn't profitable, we're through selling that merchant. On the other hand, if we make a small investment in equipment pay big dividends, we're going to sell more equipment as a result, so that accounts for our interest.

As a result of a volume mounting into the millions, we are in a position to control a great organization—not only in the manufacture of equipment, but in the practical development of fundamental merchandising ideas.

All of which we can do at an expense which is negligible



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in comparison with a tremendous volume which, likewise, enables us to give the greatest dollar value in equipment obtainable, with this service thrown in as an extra measure.

We are as capable of serving the small store as the large. We have planned and manufactured the equipment for some of the largest department stores in the country; and, after all, the department store is merely a collection of many individual lines.

We are just as much interested in the growth of the small store and just as anxious to work with the small retailer as the large, because the small retailer of today will be the large retailer of tomorrow—at least those which survive and progress as a result of the methods outlined in this booklet.

This message is utterly lost upon the man who lays this book aside and says, "I'll do it tomorrow." When a man says he will do a thing tomorrow, or next week, or next month, it's mighty safe to assume he isn't going to do it at all. What can be done tomorrow or next week can be done today.

It's simply a case of what that business is going to do; is the owner going to let it stand right where it is and thus take a chance of slipping backward? Is he going to be content forever with things as they are? Or is today the day that the start will be made—the day that the business is going to start to grow and make a real place for itself in the community?

Grand Rapids Show Case Company

Grand Rapids, Michigan

Branch Factory: Portland, Oregon

Licensed Canadian Manufacturers: JONES BROS. & CO., Ltd., Toronto, Canada

Branches:

NEW YORK
1465 Broadway at 42nd St.

CHICAGO
215 South Market St.

ATLANTA
703-704 Candler Bldg.

ST. LOUIS, MO.
410-418 N. 18th Street

HONOLULU, HAWAII
Harrison Bldg.

Offices in Most Principal Cities

THE NEW WAY LINE

As ORIGINATED *and*
MANUFACTURED *by the*

GRAND RAPIDS SHOW CASE COMPANY

includes every practical and worth while idea for the display and handling of merchandise at retail and for all classes and types of stores—such as

Dry Goods and Department Stores

Clothing and Furnishing Goods Stores

Millinery Stores *Drug Stores*

Stationery and Book Stores

Jewelry Stores *Hardware Stores*

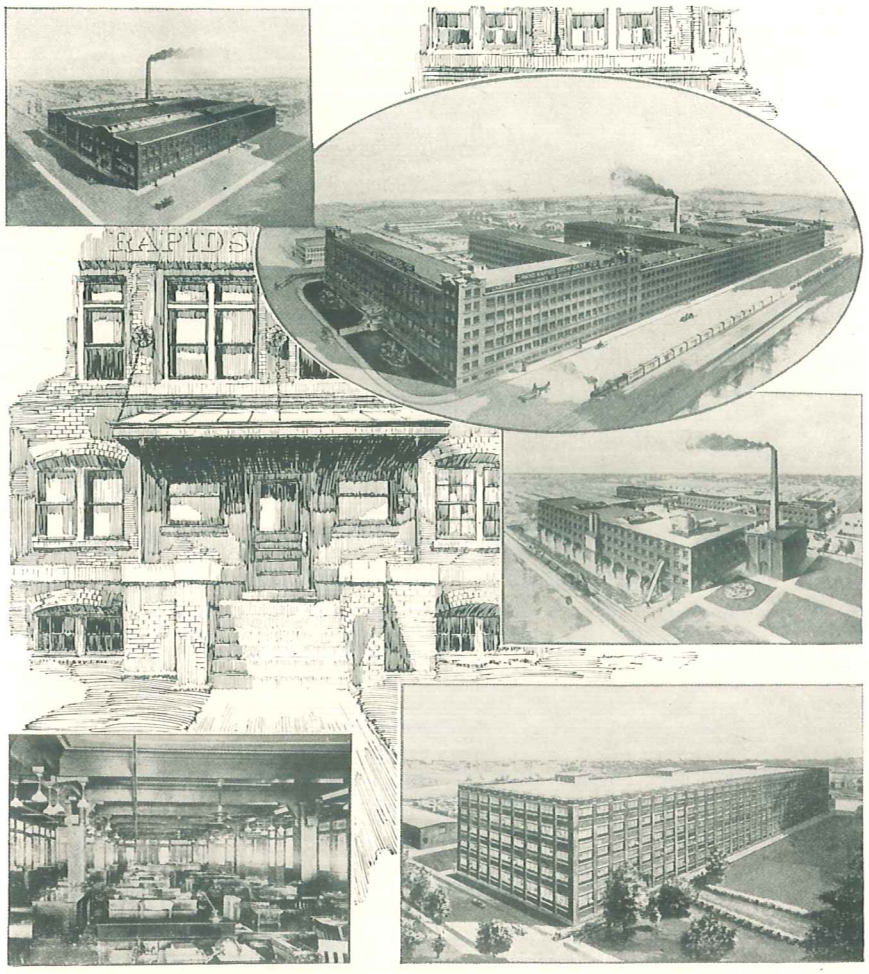
Automobile Accessory Stores

Electric Shops *Grocery Stores*

The line includes everything from the most inexpensive type of floor display cases, shelving and partition work to garment and clothing cabinets, interchangeable units, tables, counters, millinery cabinets—in fact, everything in the store furniture line.

Our facilities for service include a representative in every community and in most of the important cities throughout the country. A complete service organization, including mechanical inspection, store planning, educational work, etc. is as near to you as your telephone.

This is a service which no other manufacturer in our line can approach—a service possible only as a result of our tremendous volume on a standardized product which is manufactured on the basis of economical quantity production in the world's largest and most efficiently equipped woodworking plant.



Branch Factory, Portland, Oregon
Sketch of Entrance, Main Factory
Main Office, Grand Rapids

Main Factory, Grand Rapids
Factory No. 2, Grand Rapids
First Unit of Plant No. 3, Grand Rapids

FROM a small beginning, this business of ours has grown just as many retailers have grown—simply as a result of sensing the possibilities for growth. Many of the policies outlined in this little booklet have figured in the development of this —The World's Largest Store Equipment Business.

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Grand Rapids, Michigan